

1 1. Method for producing a display with the following process steps:
 2 A) a first electrode film is produced on a substrate,
 3 B) at least one functional layer is produced on the first electrode film,
 4 C) a second electrode film is produced on the functional layer,
 5 the first and/or second electrode film being produced overall on the substrate by
 6 means of a contact printing process.

1 2. The method according to claim 1 in which the first and second electrode films are
 2 applied structured in the form of electrode strips and perpendicular to one another.

1 3. The method according to claim 1 in which organic electroluminescent materials
 2 are applied as the functional layer in process step B).

1 4. The method according to claim 1 in which the first electrode film is produced in
 2 process step A) by means of a contact printing process, and in which the second electrically
 3 conductive layer or the second electrode strips is/are vapor-deposited through a shadow mask
 4 in process step C).

1 5. The method according to claim 1, in which spacers are produced in a process step
 2 B1) prior to process step C) and/or B), and in which the spacers in process step C) prevent
 3 contact between the functional layer and a component of a printer responsible for transferring
 4 the second electrically conductive layer.

1 6. The method according to claim 5, in which the spacers (15) are structured as strip-
 2 shaped ridges in process step B1).

1 7. The method according to claim 1, in which the functional layer is produced in
 2 process step B) by a printing process.

1 8. The method according to claim 7, in which the functional layer is produced by a
 2 contact printing process.

1 9. The method according to claim 1 in which the functional layer is spin-coated.

1 10. The method according to claim 1, in which first electrode strips are produced on
2 the substrate in process step A) by a contact printing process, and in which strip-shaped
3 ridges with overhanging edge forms that run perpendicular to the first electrode strips are
4 structured in a process step B2) prior to process steps B) and/or C), and in which a metal
5 layer is applied overall in process step C), which is structured by the strip-shaped ridges as
6 second electrode strips.

1 11. The method according to claim 1, in which a substance that is selected from the
2 following groups:

- 3 a) metal pastes,
4 b) metal oxide pastes,
5 c) electrically conductive polymers

6 is used in process step A) and/or C) for the first and/or second electrically conductive
7 films or electrode strips.

1 12. The method according to claim 11, in which the aforementioned groups comprise
2 the following substances:

- 3 - a) paste solders with tin, lead, or silver,
4 - b) indium-tin oxide pastes,
5 - c) polyaniline (PANI), polyethylenedioxythiophene (PEDOT), or mixtures of
6 PEDOT and polystyrenesulfonic acid (PSS).

NA 1 13. The method according to claim 4 or 10, in which non-noble metals are used for
2 the second electrode film or electrode strips.

NA 1 14. The method according to claim 4 or 10, in which non-noble metals are used for
2 the second electrode film or electrode strips, and in which calcium, barium or magnesium is
3 used.

1 15. The method according to claim 1, in which flexo printing, screen printing,
2 tampon printing, thermotransfer printing, offset printing, or letterpress and gravure printing
3 are used in process step A) and/or C) as the contact printing process.

1 16. The method according to claim 1, in which a transparent substrate is used, and in
2 which a transparent, electrically conductive first electrode film or electrode strips is/are
3 produced.

1 17. The method according to claim 5 or 16, in which the face of the substrate (1)
2 facing the observer is dulled in at least some areas.

1 18. An organic electroluminescent display produced according to the method of
2 claim 1.

1 19. A liquid crystal display produced according to the method of claim 1.